

Abstract of the Invention

A method comprising the steps of: receiving via internet a time, a date and a telephone number for a reminder telephone call (such as a wakeup call); storing in a database the time, date and telephone number of the reminder telephone call; and delivering to the subscriber via telephone the reminder telephone call at the specified time, date and telephone number. In one embodiment, the reminder call comprises a marketing message. In another embodiment, the method further comprises the steps of: receiving via the internet demographic information corresponding to the subscriber; matching the marketing message to the demographic information; and delivering the matched marketing message to the subscriber during the reminder telephone call. In other embodiments, the method further comprises the steps of receiving via the internet a personal reminder message or a selection for information, and delivering the personal reminder message or selected information to the subscriber during the reminder telephone call.